

SANDY CITY  
APPROVED POSITION SPECIFICATIONS

- I.     Position Title:     Marketing/Development Specialist
- Revision Date:     03/16  
EEO Category:     Admin. Support  
Status:             Non-exempt  
Control No:        30607

II.     Summary Statement of Overall Purpose/Goal of Position:

Under the direction and supervision of the Community Events Director, develop and implement a comprehensive plan for marketing events at the Sandy City Amphitheater, the Sandy Arts Guild and other events in Sandy City produced by the Community Events division. This position will be responsible for, or will oversee a fundraising contractor who will write grants and work with foundations and Salt Lake County's Zoo, Arts & Parks program to provide support for the Sandy Amphitheater, the Sandy Arts Guild and potential future facilities. This position will coordinate with sponsors regarding promotional material and other sponsor needs.

III.    Essential Duties:

**Community Events:**

- Create a successful marketing campaign for Community Events.
- Assist with event operations as needed.
- Coordinate the Sandy Balloon Festival photo contest.
- Maintain Community Events website.

**Sandy Amphitheater:**

- Create a successful season ticket sales campaign for the Sandy City Amphitheater.
- Develop and implement a successful strategy for individual ticket sales.
- Develop a targeted marketing strategy for each individual event that shows the return on investment.
- Work with the selections committee to program the annual Amphitheater season.
- Maintain an accurate database of sponsors/contributors.
- Solicit corporate sponsorship and donations, including maintaining sponsorship levels and making adjustments and additions as needed.
- Coordinate sponsorship expectations.
- Maintain sponsor contracts and track renewal dates.
- Work with artist/management to coordinate VIP ticket programs and venue interests.
- Serve as liaison between the box office and artist/management regarding ticket sales, VIP promotions, comp tickets, etc.
- Coordinate with the Venue Manager to ensure all ticketing equipment is functioning properly on day of show.
- Maintain an email database to promote upcoming events.
- Oversee and coordinate playbill publication and gather ads, sponsor logos and artist pictures and publicity information as needed.
- Work within performer requirements regarding marketing campaign.
- Write and produce radio and TV commercials.
- Contract for graphic design as needed.
- Program the amphitheater marquees and the electronic reader board at the box office.
- Coordinate with radio stations to provide an emcee for concert events.
- Maintain Sandy Amphitheater website and Facebook page.

**Sandy Arts Guild:**

- Create a successful marketing campaign for Sandy Arts Guild events.
- Develop and implement a successful strategy for ticket sales to Arts Guild ticketed events.

- Maintain the Sand Arts Guild website and Facebook page.
- Maintain an accurate database of sponsors/contributors.
- Research funding sources for arts programs.
- Responsible for, or oversee fundraising contractor who will write grants, including gathering and keeping all accounting, budgeting and volunteer information required for grant writing.
- Build and maintain positive relationships with granting organizations and foundations, such as Salt Lake County's Zoo, Arts and Parks (ZAP), the Utah Division of Arts and Museums, corporate foundations, etc.
- Develop "Giving Programs".
- Oversee all fund raising programs.
- Post audition announcements.

**Division Support:**

- Write and disseminate news releases.
- Generate Purchase Order requests that adequately track the many details associated with marketing purchases, including a detailed implementation schedule.
- Utilize a marketing matrix to track expenditures and scheduling of a complete marketing campaign.
- Adhere to all City purchasing requirements when making purchases.
- Handle and/or coordinate all media inquiries and interviews.
- Provide calendar and event information for the City Newsletter.
- Serve on the City's Web Committee and Communication and Marketing Committee.
- Perform patron surveys as needed.
- Update events calendar on the City website.
- Print and place event banners.
- Solicit bids and coordinate all promotional printing.
- Collect and document news stories, ads and press releases regarding Sandy Community Events, the Sandy Amphitheater and the Sandy Arts Guild.
- Arrange for a photographer at events as needed.
- Assist in preparing and monitoring budget.

IV. Marginal Duties:

- Assist in event operations as needed.
- Proofread newsletters and other documents.
- Perform other duties as assigned.

V. Qualifications:

**Education:** Associate's degree in English, Communications, Marketing or related field required. Bachelor's degree in related field preferred. May substitute an equivalent combination of experience.

**Experience:** One year experience in marketing, sales, development or publications editing required. Experience with digital marketing and social media preferred. Experience with not-for-profit arts preferred. Experience in the entertainment/music industry preferred. Some supervisory experience preferred.

**Certificates/Licenses:** Valid Utah driver's license is required.

**Probationary Period:** A one year probationary period is a pre-requisite to this position.

**Knowledge of:** Social Media, digital marketing, public relations skills, media relations, marketing strategies and corporate giving.

**Responsibility for:** Responsible to support and promote all events produced at the Sandy Amphitheater, by the Sandy Arts Guild, and in Sandy City to the fullest extent possible. Responsibility for the care, condition and use of materials, equipment, money and tools.

**Communication Skills:** The position requires excellent communications skills, both written and oral and an ability and/or willingness to work on sales specific objectives.

**Tool, Machine, Equipment Operation:** Basic skills in social media programs required. Basic computer skills in word processing and spreadsheets required. Adobe graphic design programs skills desired.

**Analytical Ability:** Must have the ability to gather and report outcome data from marketing strategies; must be able to use independent judgment to resolve problems.

VI. Working Conditions:

*Physical Demands:* While performing duties of job, employee typically handles office equipment, objects, or controls; may periodically bend, stoop or crouch; and frequently communicates with others. Work may involve some physical exertion, the need to stand for long periods of time and some lifting may be required (up to 20 lbs.).

*Work Environment:* Generally comfortable working conditions with some field work at performance and event sites. The noise level in the work environment is usually moderate, but possible increased noise exposure is expected while attending events. Work is performed with little supervision; some evening, weekend, holiday and work from home required; must dress and groom in a manner congruent with the image of Sandy City. Sometimes work is required in inclement weather.

The above statements are intended to describe the general nature and level of work being performed by the person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. The approved class specifications are not intended to and do not infer or create any employment, compensation or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.

DEPT/DIV. APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

PERSONNEL DEPT. APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_